



Enterprise
Educators
UK

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PRESS RELEASE

Enterprise Educators UK Launches 'Enterprise and Entrepreneurship Education for a Sustainable Society' Special Interest Group

The UK's largest member organisation for enterprise and entrepreneurship educators – Enterprise Educators UK (EEUK) - has launched a new Special Interest Group (SIG), 'Enterprise and Entrepreneurship Educators for a Sustainable Society'.

The group, convened and co-chaired by Dr Catherine Brentnall, from Manchester Metropolitan University and Dr David Higgins, from the University of Liverpool, will connect educators and scholars who want to develop themselves and contribute to a wider movement towards sustainable practice in the field of enterprise and entrepreneurship education.

The SIG will curate and amplify existing good practice, as well as making a strong collective argument for approaches that develop and accelerate sustainable shifts.

Dr Catherine Brentnall said: "Enterprise Educators UK has always been at the forefront of educational innovation. Its annual conference has a strong sustainability track and the research criteria for its impact fund includes environmental and planetary sustainability. This Special Interest Group will create an on-going focus for those in the community already doing excellent work in this area, as well as encouraging those new to enterprise and entrepreneurship to see sustainable shifts as a core issue for the field."

Enterprise Educators UK is a membership organisation involving more than 100 universities, colleges and business organisations. It exists to help members who are involved in enterprise and entrepreneurship within and beyond the curriculum, as well as enterprise support programmes and start-up provision.

Dr David Higgins said: "Before we proposed the Special Interest Group we canvassed opinions from EEUK members and found that many educators were personally concerned about the state of the world and wanted to see a greater focus on how enterprise and entrepreneurship could positively contribute to social and environmental problems. Bringing people together who want to, or already are, making a difference in this area is how we will grow a community and change practice more widely."

The President of Enterprise Educators UK, Dave Bolton, Director of Enterprise and Employability and Programme Director at Swansea School of Management said: "Sustainability is a vital area of concern, for our EEUK community, for staff and students in Further and Higher Education and for society more generally. The way future entrepreneurs and enterprising employees are educated can contribute to a more sustainable society. That's why we wholeheartedly support the launch of this group and urge members to sign up and get involved."

The Special Interest Group will be organised by a committee of EEUK members: Professor Emeritus Andy Penaluna, University of Wales Trinity St Davids; Dr Trudie Murray, Munster Technological College; Dr Suneel Kunamaneni, University of Manchester; Dr Chris Moon, Middlesex University, Dr Carol Langston, Scotland's Rural College and Dave Jarman, University of Bristol.

On December the 10th the Special Interest Group will hold an official launch following an EEUK Exchange Event 'Enterprise and Entrepreneurship Education for a Sustainable Society'. There will be interactive planning session for attendees to feed in to a three-year vision for the SIG and agree priorities for activity. Places are limited, for more information and to sign up see [here](#).

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